



IOWA Access Project Concept Paper

Date: 12/20/2007

Project Name: Gift to Iowa's Future—DNR Donation System

Requesting Agency: Iowa Dept of Natural Resources (DNR)

Project Point(s)-of-Contact: Kim Rasler, Executive Officer
502 E. 9th Street, Wallace Bldg-4th Floor
Des Moines, IA 50319
Phone: 515-281-7122
Email: Kim.Rasler@dnr.iowa.gov

Project Sponsor: Iowa DNR – Conservation & Recreation Division

Goal:

To provide an automated web-enabled internet system for public and internal access intended to recognize, celebrate, encourage, and track donations from individuals, foundations, corporations, non-profit organizations, service clubs, and other entities to the Department of Natural Resources. This system would pull together critical reporting data that is presented to the Department's Natural Resource Commission for approval, provide data for mandatory reporting to the Governor's office, and provide a way to recognize donations on the internet, which currently is a new concept in outreach.

Project Purpose:

Many Iowans provide valuable support to Iowa's natural resources through time, gifts, and services. Donations are delivered in many locations and through various means across the state. The Department needs to appropriately recognize these individuals and groups and must have a user-friendly and systematic process that all citizens and staff across the state can operate.

This new system will be for the purpose of automating multiple and fragmented manual processes across the Department into one comprehensive automated tracking system, capable of producing reports and information for the Natural Resource Commission (NRC) and the Governor's office. Exploration of integrating with existing systems, such as the Keepers of Land Volunteer Program and the Engineering and Realty systems will extend information in regard to donations and recognition to the public. This new system and process will also allow the Department to supply information to the legislature when requested or the data for the pending "Gift to Iowa's Future" legislation.

The Department values the widespread support of individuals and organizations, and seeks to foster philanthropic traditions through recognition and encouragement of this support. These partnerships and volunteer actions enhance existing programs and help the Department achieve its mission as well as offer the reward of clear and direct participation on the part of the donor in the conservation of our natural and cultural resources. This system will enable the Department to place appropriate recognition on the internet and provide assistance to those Iowans who may want to donate to the Department.

Background:

There are four general types of donations: Cash, Labor, Land, and Physical Assets. While on the surface it seems a simple tracking mechanism would suffice, the complexity of the donations warrant accurate acknowledgement.

- Cash, Memorial, and Miscellaneous Donations - In addition to memorials or general donations of cash, specific fundraising events that generate cash are considered donations. Another type of cash donation is viewed as "match" dollars from private individuals, government agencies, or conservation partners who provide in-kind (soft) or cash (hard) match to leverage program dollars. Examples of donors include Friends' Groups, Ducks Unlimited, and Pheasants Forever.



IOWA Access Project Concept Paper

- Labor Donations - labor that results in the enhancement or completion of individual projects, important activities, or programs contributing to the Department's mission include but is not limited to examples listed below:
 - Volunteer Labor - constructing or improving facilities, teaching, and completing office work.
 - Professional Services - research and surveys.
 - Equipment Operation - providing a tractor and operator, heavy equipment operation, prairie seeding, tree moving.
 - Program Partnerships - friends groups, conservation organizations, governmental agencies, individual leadership for specific programs or causes, river or lake cleanup effort.
- Land Donations - This includes tracking all land rights vested to the State of Iowa; granting the Department perpetual covenants that convey protection, restrictions, or public access to a land must be tracked regarding the parcel for the express purpose of protecting, enhancing, or preserving conservation values of the property (conservation easement); and sometimes land donations result in a bargain sale (when the landowner accepts below appraised value for the land). When this occurs, the difference between the accepted price and the land appraisal is considered a donation.
- Physical Asset Donations - This includes materials such as lumber, rock, posts, seed, wood, metal, posts, pipes, barrels, and paint; equipment such as lawn mowers, tractors, binoculars; structures (ie nesting boxes); and playground equipment.

The Department Policy is consistent with all rules governing State Agencies as provided for by Iowa Code, Chapter 565.3. All donations directed or intended to be directed to the Department, its employees in the performance of their duties, or targeted to individual Department facilities, must go before the Natural Resource Commission (NRC) for appropriate recognition, review, and acceptance (Iowa Code, Chapter 455A.5). Following NRC acceptance, all the donations are acknowledged with a letter of appreciation to the donors and reported to the Governor's office. Proposed legislation wants to go beyond Commission recognition with Legislative recognition through a program called a Gift to Iowa's Future.

Expected Results in this Project:

It is vital to recognize individuals and organizations for their important contributions to the State of Iowa. Donations from these generous individuals and organizations enable the Department to continue to provide and, at times, expand high-quality programs and experiences for its visitors and citizens of Iowa.

The new database system would create an organized, consistent mechanism for managing and tracking donations, providing multiple benefits for the public and internal staff through user-friendly internet access. Tracking would include aspects such as type of donation, who donated, location the donation went to (ie: a specific state park, certain county, Fish and Wildlife Trust Fund, etc.)

The benefits and results this database would facilitate are:

- Track the receipt of donations.
- Provide appropriate recognition to donors (letters, certificates, press releases, compile data for special recognitions such as Golden Dome, volunteer banquets, etc.).
- Provide a picture of repeat and/or one-time donors and types of donations.
- Provide the public access to donations given to the state.
- Provide the public access to explore opportunities on how to donate.
- Create a comprehensive report for NRC review and approval (Iowa Code 455A.5).
- Create a comprehensive report for the Governor's report.



IOWAccess Project Concept Paper

- Compile data requested by legislators.
- Compile data for Federal reporting.
- Entering and handling paperwork once eliminating: the processing of hard copies; sending e-mails, faxes, and/or mailings; and duplication of data entry.
- Review of the status of a donation (ie donation received, approved by NRC, acknowledged by the Department, submitted to the Governor)
- Allow all staff the ability to process the type of donation they receive, whether program related, direct financial payment received, facility specific donation, etc.

This project will provide a system that can be used by the public (statewide, nationwide, and globally). This access to the good work and good will that individuals and organizations are contributing to Iowa is innovative and positive.

Request: *(include dollar amount and description of what will be purchased - i.e. services, hardware, software)*

This request is for \$40,000 for consultant services to complete the Scope Analysis and High Level Design. The DNR will request additional funding for the Design and Implementation phases in the future as the process allows.

There are a couple major supporting reasons that drove the request to \$40,000 to meet scope/analysis and design versus the traditional individual asks for each. Although unusual, we are being motivated to work in a short time frame by unusual factors which are directing us to ask for the combination amount. Since the identification of the need for this project, 1) the Natural Resource Commission (appointed by the Governor) is requesting a comprehensive system to adequately do diligence to their decision making, 2) upcoming legislation is being proposed that will require the reporting of donations to legislators as requested, 3) and there is a desire to implement this service to Iowans so it will be able to use immediately. In order to do so, the scope analysis and high level design need to be completed before the March IOWAccess Council meeting so we can submit another concept paper to complete design and actual implementation of the system by June 2008.

Because we recognize ITE resources have many projects to coordinate and are hopeful implementation of this project will take place in the very near future, DNR plans to seek an outside consultant for the scope/analysis and high level design required. This would allow the consultant to focus 100% of their time to the project and create a user-friendly product in as short a timeframe as possible.

Resources Being Contributed: *(people or funds being contributed to the project by the sponsoring agency- include role/% of time or amount in dollars)*

No other funding mechanism has been identified at this time for development of the system.

Interested Parties:

Donors
General Public (statewide, nationwide, globally)
Conservation Organizations (statewide, nationwide, globally)
Federal Partners
Iowa's General Assembly (Governor's Office, Legislators, Legislative Staff)
Natural Resource Commission
Department of Natural Resources



IOWA Access Project Concept Paper

Recipients of this Service:

Donors

General Public (statewide, nationwide, globally)

Conservation Organizations (statewide, nationwide, globally)

Federal Partners

Iowa's General Assembly (Governor's Office, Legislators, Legislative Staff)

Natural Resource Commission

Department of Natural Resources (1200+)